

COGNIZANCE

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MD'S WORD

ETHICAL PRINCIPLES FOR BUSINESS EXECUTIVES

If recent history teaches us anything is that ethics and character count, especially in business. Many organizations have been destroyed by executives with massive ambition and intelligence but no moral compass. In today's ultra-competitive, high tech, interdependent business world, charisma without conscience and cleverness without character are a recipe for economic and personal failure of epic proportions. Competitiveness, ambition and innovation will always be important to success but they must be regulated by core ethical principles like the ones described below.

Let's start with a basic definition: ethical principles are universal standards of right and wrong prescribing the kind of behavior an ethical company or person should and should not engage in. These principles provide a guide to making decisions but they also establish the criteria by which your decisions will be judged by others. In business, how people judge your character is critical to sustainable success because it is the basis of trust and credibility. Both of these essential assets can be destroyed by actions which are, or are perceived to be unethical. Thus, successful executives must be concerned with both their character and their reputation.

HONESTY

1

Be honest in all communications and actions. Ethical executives are, above all, worthy of trust and honesty is the cornerstone of trust. They are not only truthful, they are candid and forthright. Ethical executives do not deliberately mislead or deceive others by misrepresentations, overstatements, partial truths, selective omissions, or any other means and when trust requires it they supply relevant information and correct misapprehensions of fact.

do otherwise. Ethical executives are principled, honorable, upright and scrupulous.

PROMISE-KEEPING

3

Keep promises and fulfill commitments. Ethical executives can be trusted because they make every reasonable effort to fulfill the letter and spirit of their promises and commitments. They do not interpret agreements in an unreasonably technical or legalistic manner in order to rationalize non-compliance or create justifications for escaping their commitments.

principles or use loyalty to others as an excuse for unprincipled conduct. Ethical executives demonstrate loyalty by safeguarding their ability to make independent professional judgments. They avoid conflicts of interest and they do not use or disclose information learned in confidence for personal advantage. If they decide to accept other employment, ethical executives provide reasonable notice, respect the proprietary information of their former employer, and refuse to engage in any activities that take undue advantage of their previous positions.

INTEGRITY

2

Maintain personal integrity. Ethical executives earn the trust of others through personal integrity. Integrity refers to a wholeness of character demonstrated by consistency between thoughts, words and actions. Maintaining integrity often requires moral courage, the inner strength to do the right thing even when it may cost more than they want to pay. The live by ethical principles despite great pressure to

LOYALTY

4

Be loyal within the framework of other ethical principles. Ethical executives justify trust by being loyal to their organization and the people they work with. Ethical executives place a high value on protecting and advancing the lawful and legitimate interests of their companies and their colleagues. They do not, however, put their loyalty above other ethical

FAIRNESS

5

Strive to be fair and just in all dealings. Ethical executives are fundamentally committed to fairness. They do not exercise power arbitrarily nor do they use overreaching or indecent means to gain or maintain any advantage nor take undue advantage of another's mistakes or difficulties. Ethical executives manifest a commitment to justice, the equal treatment

of individuals, tolerance for and acceptance of diversity. They are open-minded; willing to admit they are wrong and, where appropriate, they change their positions and beliefs.

CARING

6

Demonstrate compassion and a genuine concern for the well-being of others. Ethical executives are caring, compassionate, benevolent and kind. They understand the concept of stakeholders (those who have a stake in a decision because they are affected by it) and they always consider the business, financial and emotional consequences of their actions on all stakeholders. Ethical executives seek to accomplish their business objectives in a manner that causes the least harm and the greatest positive good.

RESPECT FOR OTHERS

7

Treat everyone with respect. Ethical executives demonstrate respect for the human dignity, autonomy, privacy, rights, and interests of all those who have a stake in their decisions; they are courteous and treat all people with equal respect and dignity regardless of sex, race or national origin. Ethical executives adhere to the Golden Rule, striving to treat others the way they would like to be treated.

LAW ABIDING

8

Obey the law. Ethical executives abide by laws, rules and regulations relating to their business activities.

COMMITMENT TO EXCELLENCE

9

Pursue excellence all the time in all things. Ethical executives pursue excellence in performing their duties, are well-informed and prepared, and constantly endeavor to increase their proficiency in all areas of responsibility.

LEADERSHIP

10

Exemplify honor and ethics. Ethical executives are conscious of the responsibilities and opportunities of their position of leadership and seek to be positive ethical role models by their own conduct and by helping to create an environment in which principled reasoning and ethical decision making are highly prized.

REPUTATION AND MORALE

11

Build and protect and build the company's good reputation and the morale of its employees. Ethical executives understand the importance of their own and their company's reputation as well as the importance of the pride and good morale of employees. Thus, they avoid words or actions that might undermine respect and they take affirmative steps to correct or prevent inappropriate conduct of others.

ACCOUNTABILITY

12

Be accountable. Ethical executives acknowledge and accept personal accountability for the ethical quality of their decisions and omissions to themselves, their colleagues, their companies, and their communities.

Saqib Altaf.

ANNOUNCEMENT SAUDI BUILD 2022



SAUDI BUILD 2022

The 32nd International Trade Exhibition for
Construction Materials and Building Technologies

We're thrilled to announce that from the **14th to 17th November 2022** we will be exhibiting at the center of the largest construction market in the Middle East...

A robust, sustainable, post COVID demand boom is underway for the building industry in the Kingdom... Saudi Build 2022, will showcase building solutions and technologies that will enable more sustainable developments and healthier environments...

Saudi Build 32nd edition will offer us pre-planned opportunities to meet with our desired sector decision makers. Project owners, Consultants, Designers, Specifiers, Architectural consultants, Construction engineers and Energy, lighting, and Air-conditioning Specialists will source their post COVID needs at the Saudi Build 2022.

SAUDI BUILD 2022 WILL SHOWCASE:

- Latest building technologies
- Interiors & Finishing Materials
- Building Tools & Materials
- Heavy Equipment & Machinery
- Concrete Products & Technologies
- Stones & Ceramics
- Building Technologies & Innovations
- Lighting and electrical Accessories & Technologies
- Electro-Mechanical Solutions and Technologies
- Air-conditioning, Cooling & Ventilation

WHY SAUDI BUILD?

- A gateway to the largest Construction market in the region
- The heart of the public sector and private sector decision making
- Sold out shows for 31 years, have attracted key trade buyers and project owners
- Leading platform to present our latest technologies, solutions, services and products and innovations. Growing our brand.

PRODUCT HIGHLIGHT BISON ADHESIVES



**WHOEVER SAYS ADHESIVE, SAYS BISON.
WHOEVER THINKS BISON, THINKS ADHESIVE.**

Bison is in part the basis for every job because of the unparalleled product range. For [critical] do-it-yourselfers. Securing, repairing, assembling and sealing. Indoors, outdoors, in the garden, the caravan and on the boat.

POLY MAX® ORIGINAL



WHAT IS IT?

Properties

- ▶ Very high final bond strength
- ▶ Permanently elastic
- ▶ Can be used internally and externally
- ▶ Paintable (test first)
- ▶ Good filling capacity
- ▶ Resistant to temperatures between 40- °C and 100+ °C
- ▶ UV, water and all-weatherresistant
- ▶ 100 % adhesive (non-shrinking)
- ▶ Also bonds to slightly damp surfaces
- ▶ Solvent-free
- ▶ Excellent bonding without primer
- ▶ Acid-free, odourless

WHAT DOES IT DO?

Suitable for:

Bonding: e.g. glass, stone, natural stone, concrete, plasterwork, many synthetic materials, wood, chipboard, Trespa®, iron, aluminium, zinc, steel, stainless steel and other metals, ceramic tiles, cork and mirrors. Fixing: e.g. skirting boards, lathing, window sills, doorsteps, roof edges, construction boards, insulation materials, gypsum boards, polystyrene ornaments and decorative frames. Sealing: e.g. skirting boards (synthetics), window frames, stair steps, window sills, doorsteps and drywalls. Also suitable for sealing cracks in walls and ceilings.

Not suitable for:

Not suitable for PE, PP, PTFE and bitumen. When gluing plastics always perform an adhesion test first. Adhesion to plastics can vary depending on the type of synthetic and the quality of the plastic.

PRODUCT HIGHLIGHT

BISON ADHESIVES

POLY MAX® ORIGINAL

GETTING STARTED

Before use:

Working conditions

Only apply at temperatures between 5+ °C and 40+ °C.

Surface requirements

Both parts must be solid, clean, free of dust and grease. Use of primer not required. The surface may be slightly moist.

Tools

Use sealant gun to handle cartridge. If necessary, use a rubber mallet to tap lightly.

Preparation of product

Before using open cartridge at the top by cutting off the plastic nipple above the thread with a sharp knife. Fix the nozzle onto the cartridge and cut at an angle to the desired diameter.

Coverage

With spot bonding: 8-5 m²/kg. Stripes: one cartridge issues approx. 15-8 metres of adhesive (depending on the diameter of the cut nozzle).

During use:

Handling of packaging

Bonding and fixing: Cut the nozzle to a diameter of at least 0.5 cm. Sealing: Cut the nozzle at an angle to the desired joint width.

Directions for use

Bonding and fixing: Apply in stripes or dots (every 40 - 10 cm). Always apply to the corners and along the edges of

construction boards. Correctly position material within 10 minutes and press firmly or lightly tap with a rubber mallet. If necessary, clamp or fixate heavy materials for 24 hours. Maximum final bond strength after approx. 48 hours, depending on the substrate and the ambient circumstances. Sealing: Evenly apply to the bottom of the joint and tool within 10 minutes using a moistened (with soapy water without lemon) putty knife, sealant smoother, or finger. Tool the vertical joints from bottom to top. Fully cured after a few days (depending on the thickness of the layer). When painting over with alkyd paint, the paint may dry more slowly.

Points of attention

The following drying times are based on bonding at least one porous material and an adhesive layer of approx. 1 mm thickness. If two non-porous materials are being bonded and/or the layer of adhesive is thicker, the drying times may be substantially longer. When adhesive is applied underwater, it may turn white. Avoid direct contact with UV radiation (eg. By sealing applications outdoors).

After use:

Stains/residue

Use white spirit for cleaning tools and removing wet adhesive residue. Dry adhesive residue can only be removed mechanically.

Storage conditions

Close container properly and store in a dry, cool and frost-free place.

SIMILAR PRODUCTS

Click the images to access the web for more information



POLY MAX® HIGH TACK EXPRESS



POLY MAX® HIGH TACK EXPRESS



POLY MAX® CRYSTAL EXPRESS



POLY MAX® EXPRESS

PRODUCT HIGHLIGHT BISON ADHESIVES



**WHOEVER SAYS ADHESIVE, SAYS BISON.
WHOEVER THINKS BISON, THINKS ADHESIVE.**

MONTAGEKIT PROFESSIONAL



WHAT IS IT?

Properties

- ▶ Very high final bond strength
- ▶ Can be used internally and externally
- ▶ Filling
- ▶ Suitable for materials under stress
- ▶ Suitable for joining non-porous materials together
- ▶ Permanently elastic
- ▶ Universally applicable
- ▶ Suitable for uneven surfaces
- ▶ Shortly correctable
- ▶ Water resistant
- ▶ Temperature resistant

WHAT DOES IT DO?

Suitable for:

Suitable for assembling all kinds of (building) materials, such as wood, stone, concrete, metal and many synthetics on nearly all substrates of stone, concrete, wood, metal, synthetics, plasterwork, gypsum board, etc. Also very suitable for bonding two non-porous materials and fixing material under strain. Very suitable for mounting timber framework, skirting boards, doorsteps, laths (wood / plastic), panelling, window sills, ceramic tiles, construction boards, drywalls, wood strips, wall covering sheets, panels, insulation, soft and hardboard, panels, sills, nameplates, house numbers, suspension hooks, ducts, electrical outlets and electrical boxes.

Not suitable for:

Not suitable for PE, PP, PTFE, bitumen, polystyrene foam, mirrors, natural stone and in permanently humid places. When gluing plastics always perform an adhesion test first. Adhesion to plastics can vary depending on the type of synthetic and the quality of the plastic.

PRODUCT HIGHLIGHT BISON ADHESIVES

MONTAGEKIT PROFESSIONAL

GETTING STARTED

Before use:

Working conditions

Only apply at temperatures between 5+ °C and 40+ °C.

Surface requirements

Both parts must be dry, clean and free of dust and grease.

Tools

Use putty knife or spatula to apply. If necessary, use a rubber mallet to tap lightly.

Preparation of product

Before using open cartridge at the top by cutting off the plastic nipple above the thread with a sharp knife. Fix the nozzle onto the cartridge and cut at an angle to the desired diameter.

Coverage

Wall covering sheets and panels: about 8-5 m²/kg depending on the weight of the material. Lathing, skirting boards and timber framework: about 6-4 m²/kg glued surface.

During use:

Handling of packaging

Cut off screw thread, assemble nozzle and cut to a diameter of at least 0.5 cm.

Directions for use

Depending on the weight of the material, apply the adhesive evenly in vertical strips or dots at intervals of between 20 and 40 cm. Always apply adhesive to the corners and along the edges. Assemble materials with a pushing movement and press or

knock firmly together. Correction is still possible. With heavy materials, materials under stress, or two non-porous materials, apply the power bonding method. Mount material, press and immediately loosen. Let dry for 5 minutes, assemble in the same place and press firmly or hammer. Adjustment is not possible. For heavy materials, fastenings or supports may be required.

After use:

Stains/residue

Use white spirit for cleaning tools and removing wet adhesive residue. Dry adhesive residue can only be removed mechanically.

Storage conditions

Close container properly and store in a dry, cool and frost-free place.

SIMILAR PRODUCTS

Click the images to access the web for more information



MONTAGEKIT DIRECT GRIP



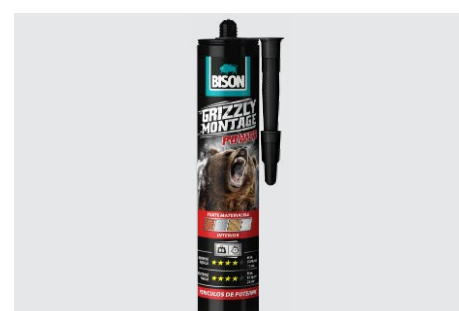
GRIZZLY MONTAGE EXTREME



MONTAGEKIT TRANSPARENT



MONTAGEKIT POLYSTYRENE

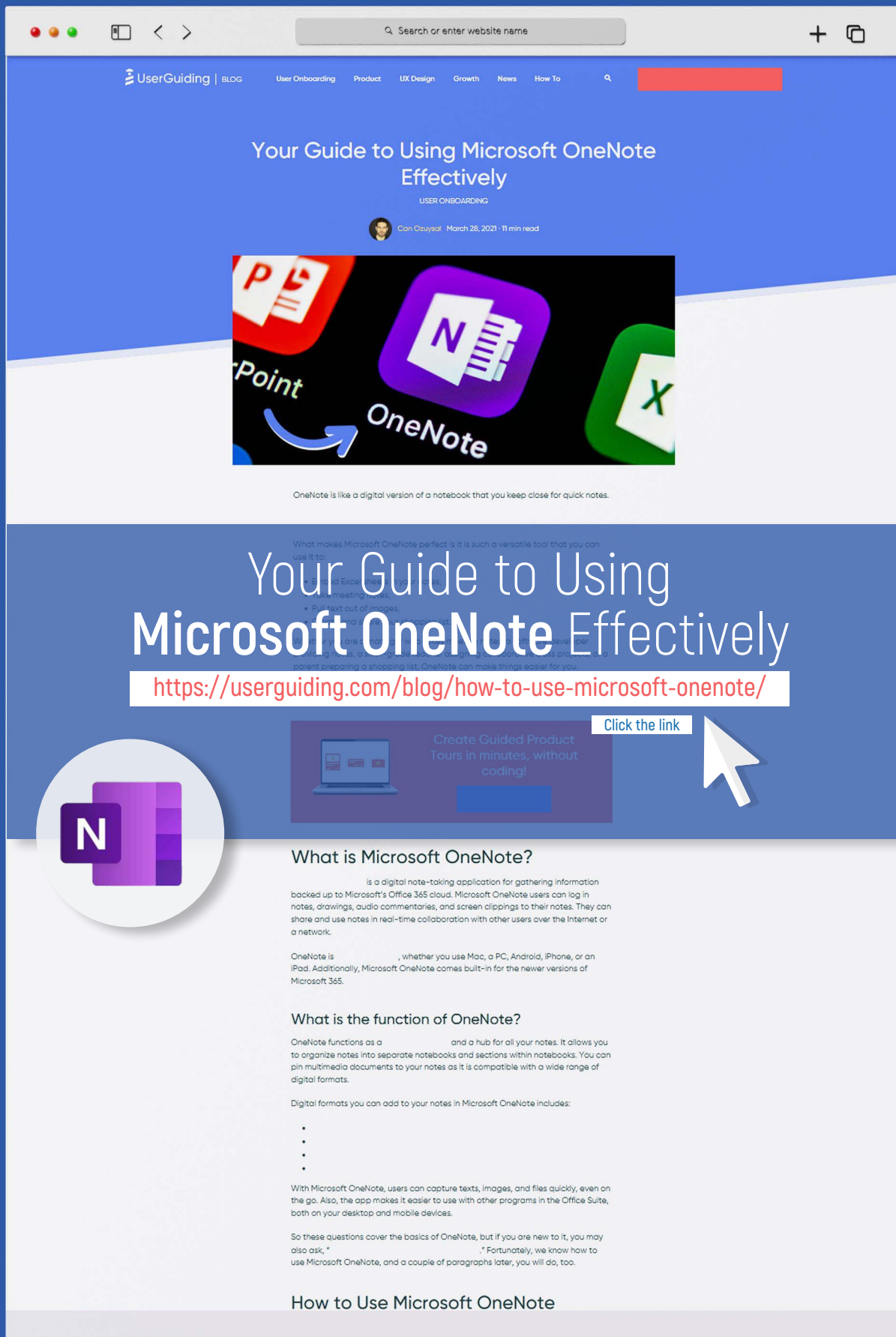


GRIZZLY MONTAGE POWER



MONTAGEKIT UNIVERSAL

LEARNING CORNER



The screenshot shows a web browser window with the UserGuiding logo and navigation menu at the top. The main content area features a large blue header with the title "Your Guide to Using Microsoft OneNote Effectively" and a sub-header "USER ONBOARDING". Below the title is a small profile picture and the text "Don Ozuysal March 28, 2021 11 min read". A large image of Microsoft Office icons (PowerPoint, OneNote, Excel) is displayed. Below the image, a paragraph states: "OneNote is like a digital version of a notebook that you keep close for quick notes." The main body of the article is partially visible, showing the title "Your Guide to Using Microsoft OneNote Effectively" and a URL: <https://userguiding.com/blog/how-to-use-microsoft-onenote/>. A call-to-action button "Click the link" is present. The article content includes a section "What is Microsoft OneNote?" and "What is the function of OneNote?".

Your Guide to Using Microsoft OneNote Effectively

USER ONBOARDING

Don Ozuysal March 28, 2021 11 min read

OneNote is like a digital version of a notebook that you keep close for quick notes.

What makes Microsoft OneNote perfect is it is such a versatile tool that you can use it to:

- Embed Excel spreadsheets in your notes.
- Record meeting notes.
- Pull text out of images.
- Add links to your notes.

OneNote is a digital note-taking application that allows you to create and manage notes. It is a versatile tool that can be used for a variety of purposes, including taking notes, creating to-do lists, and managing projects. OneNote is available on a variety of devices, including Windows, Mac, Android, and iOS. It is a powerful tool that can help you stay organized and productive.

<https://userguiding.com/blog/how-to-use-microsoft-onenote/>

Click the link

What is Microsoft OneNote?

OneNote is a digital note-taking application that allows you to create and manage notes. It is a versatile tool that can be used for a variety of purposes, including taking notes, creating to-do lists, and managing projects. OneNote is available on a variety of devices, including Windows, Mac, Android, and iOS. It is a powerful tool that can help you stay organized and productive.

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What is the function of OneNote?

OneNote functions as a central hub for all your notes. It allows you to organize notes into separate notebooks and sections within notebooks. You can pin multimedia documents to your notes as it is compatible with a wide range of digital formats.

Digital formats you can add to your notes in Microsoft OneNote includes:

- Text
- Images
- Audio
- Video
- Files

With Microsoft OneNote, users can capture texts, images, and files quickly, even on the go. Also, the app makes it easier to use with other programs in the Office Suite, both on your desktop and mobile devices.

So these questions cover the basics of OneNote, but if you are new to it, you may also ask, "What is the function of OneNote?" Fortunately, we know how to use Microsoft OneNote, and a couple of paragraphs later, you will do, too.

How to Use Microsoft OneNote

9 WAYS YOU'RE KILLING YOUR PRODUCTIVITY

Scrolling on Social Media

Constantly Checking Notifications

Multitasking

Taking Action Without Planing

Overthinking

Pointless Conversations

Negative Thinking

Setting Wrong Goals

Poor Sleep Quality



HABITS OF SUCCESSFUL PEOPLE



Daily Reading



**Embrace
Change**



Compliment



Forgive Others



Continuously Learn



Discuss Ideas



Goal-Oriented



Sense of Gratitude



**Accept
Responsibility**

Follow Us



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Unitech Social Media Channels

Do you already follow us on our social media channels? If not, please follow us on the following social media channels, just click the icons below to land on the respective pages:



INSTAGRAM



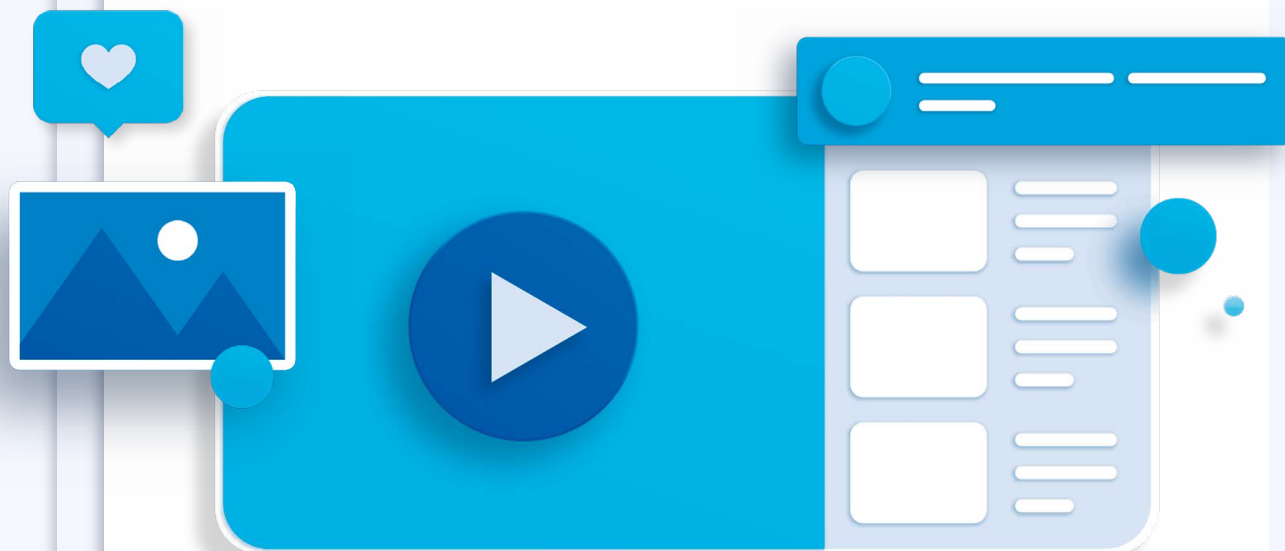
FACEBOOK



LINKED IN

The mission of our social media channels is to provide you with posts and short publications that will highlight the products, services, brands and teams that make up the Unitech family.

Follow Us, So you can be updated with our new developments, news and more...



Like



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40⁺ SINCE 1979
YEARS
OF EXPERIENCE